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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|--|-------------|------------------------|-----------------------------|------------------|
| 10/699,607 | 10/31/2003 | Alexander Paul Carobus | Google-60 (GP-064-08-US) | 9942 |
| 26479 | 7590 | 12/13/2005 | EXAMINER | |
| STRAUB & POKOTYLO 620 TINTON AVENUE BLDG. B, 2ND FLOOR TINTON FALLS, NJ 07724 | | | PARDO, THUY N | |
| | | | ART UNIT | PAPER NUMBER |
| | | | 2165 | |

DATE MAILED: 12/13/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

10/699,607

Applicant(s)

CAROBUS ET AL.

Examiner

Thuy Pardo

Art Unit

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– The MAILING DATE of this communication appears on the cover sheet with the correspondence address –

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 31 October 2003.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-21 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-21 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 31 October 2003 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. Applicant's Application filed on October 31, 2003 has been reviewed.
2. Claims 1-21 are presented for examination.

Abstract

Applicant is reminded of the proper language and format for an abstract of the disclosure. The abstract should be in narrative form and generally limited to a single paragraph on a separate sheet within the range of 50 to 150 words. It is important that the abstract not exceed 150 words in length since the space provided for the abstract on the computer tape used by the printer is limited. In this case, the abstract exceeds 150 words. Correction is required.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

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3. Claims 1-21 are rejected under 35 U.S.C. 102(e) as being anticipated by Ogura et al. (Hereinafter "Ogura") US Patent No. 2002/0147646.

As to claim 15, Ogura teaches the invention substantially as claimed, the method comprising:

a) accepting, from the client device, a document identifier [Parts IDs, fig. 47; fig. 63] in an ad request to a content-relevant ad server [advertisement statement is displayed at the portable telephone set by the user's Email receiving operation, ab; 0082-0084];

b) using content-relevance information associated with the document identifier and ad information to determine a set of one or more ads [reads out the contents of the link stored in the content DB, 0167-0168];

c) generating an image including the one or more ads of the determined set [an advertisement that contains image information, 0011];

d) forwarding the generated image and a session identifier to the client device [ab; fig. 47; 0153]; and

e) accepting, from the client device, the session identifier and position information [fig. 49; 53-54; 0011].

As to claim 1, Ogura teaches the invention substantially as claimed. Ogura further teaches detecting a user action with respect to the rendered image and in response to the detection of the user action with respect to the rendered image, sending the session identifier and

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position information to the content-relevant ad server [document request ID, fig. 44; ab; fig. 54-55].

As to claim 2, Ogura teaches the invention substantially as claimed. Ogura further teaches that the document includes image map information including image source information, and wherein the image source information includes the document identifier [Advertisement ID, fig. 27].

As to claim 3, Ogura teaches the invention substantially as claimed. Ogura further teaches that the document includes image map information including image source information, and wherein the image source information is a path including the unique identifier [fig. 37].

As to claim 4, Ogura teaches the invention substantially as claimed. Ogura further teaches the path further includes a URL of the content-relevant ad server [Web access, 0170; fig. 43-45].

As to claim 5, Ogura teaches the invention substantially as claimed. Ogura further teaches updating, with the content-relevant ad server, ad information using the sent session identifier and position information [fig. 22-23, 24-26].

As to claim 7, Ogura teaches the invention substantially as claimed. Ogura further teaches that the ad information updated includes billing information [fig. 16, 18, 22, 32].

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As to claims 8-14 and 16-21, all limitations of these claims have been addressed in the analysis of claim 1-7 and 15 above, and these claims are rejected on that basis.

1. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Thuy Pardo, whose telephone number is 571-272-4082. The examiner can normally be reached Monday through Thursday from 8:30 AM to 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, the examiner's supervisor, Jeffrey Gaffin, can be reached at 571-272-4146.

The fax phone number for the organization where this application or proceeding is assigned as follows:

571-273-8300 (Official Communication)

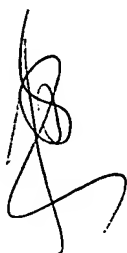
and/or:

571-273-4082 (*Use this Fax#, only after approval by Examiner, for "INFORMAL" or "Draft" communication. Examiner may request that a formal/amendment be faxed directly to then on occasions*).

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

December 06, 2005

A handwritten signature in black ink, appearing to be 'THUY N. PARDO', written in a cursive, stylized manner.

THUY N. PARDO
PRIMARY EXAMINER